

REP HEADLINE# 6374562 TRF# 398522
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703 528 7880
HARRIS REPORT FROM REP OCT17/12 17.41
CHANGES *** WDCW-TV ***

ADV # _____ ADV. NAME POLI/T KAINE/DSCC/D/SEN/VA
AGY # _____ AGY. NAME MEDIA STRATEGIES & RESEARCH
11350 RANDOM HILLS ROAD, SUITE 670
FAIRFAX, VA 22030

REP.# _____ OFF.# _____ SALESMAN # _____
BUYER NAME RACHAEL BEALE
SALES PRSN WA- DAVE CLARK

ORDER # _____ CONTRACT # 6374562 CLASS: NATL. LOCAL REGIONAL
PRDCT KAINE/DSCC EST# _____ COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT16/12 OCT21/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT17/12 17.41

REP: TO NSA
FM DC
CANX LINE 3
ADD LINE 4
REJECT M1, REVISION MADE MANUALLY
RVSD TTL \$2150 4X
PLS CNFRM, THX 10/17

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
KAINE FOR 2012 SENATE

:LINE#:	REP	:CD:	TIME PERIOD	: LGTH :	SEC :	RATE	: START	: END	:SPTS:	WEEK :	DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	: DATE	: DATE	: /WK:	INVT :	:	:SPTS:

3	S		730P-800P	30		\$700.00	10/17	10/19	0		W,F	0
PROGRAM : 2.5 MEN												

4	A		730P-800P	30		\$850.00	10/18	10/19	2		TH-F	2
---	---	--	-----------	----	--	----------	-------	-------	---	--	------	---

PROGRAM : 2.5 MEN

STATION MAKEGOOD OFFERS:

M1	REJECT	BUY#3	MISSED: WED/730P-800P	OCT17	30S	\$700.00	(OCT17/12)
			FRI/730P-800P	OCT19	30S	\$700.00	
			OFFER: THU/730P-800P	OCT18	30S	\$850.00	PLS ADVISE.
			& FRI/730P-800P	OCT19	30S	\$850.00	
CMT: MG PER ART. COST UPDATED							

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
OCT/12						\$2,150.00						

CONTRACT TOTAL \$2,150.00
 TOTAL SPOTS 4

MARKET TOTALS \$185,000 WDCW 1% WJLA 19% WUSA 23% WRC 35% WTTG 21% WPXW 0% WDCA 1%
 CABL 0%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE



WDCW-TV

ORDER

Print Date 10/18/12 Page 1 of 2

Flight Dates 10/16/12-10/21/12Contract / Revision 398522 /Original Date / Revision

10/15/12 10/17/12

Advertiser Kaine/Dem/Senate/VAAgency Media Strategies & ResearchBuying Contact318 Massachusetts Avenue NE
Washington, DC 20002Product

KAINE/DSCC

Agency Com 15%Billing Contact318 Massachusetts Avenue NE
Washington, DC 20002Sales Office TWDCSales Region NationalAgency RefOrder Sep 00:15:00Estimate #Alt Order # 06374562Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A35+Rev Codes AGY POL CANDProduct Codes PL3Priority 03Advertiser RefPrimary Account Executive
Dave Clark

Account Executive	Order%	Start Date	End Date
Dave Clark	100%		

Order Share 1% Market Value 215000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WDCA	1%	2150
WJLA	19%	40850
WRC	35%	75250
WTTG	21%	45150
WUSA	23%	49450

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	4	\$1,827.50	\$2,150.00	0.00	10/01/12	10/19/12	4	\$1,827.50	\$2,150.00
Totals	4	\$1,827.50	\$2,150.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	50	10/18/12	10/18/12	MF 9-10a MF 9-10a	CM	MF 9-10a	---1---	:30	1	\$225.00	01	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---					1	\$225.00		0.00			
E 2	50	10/17/12	10/17/12	MF 10-11a MF 10-11a	CM	MF 10-11a	--1----	:30	1	\$225.00	01	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--1----					1	\$225.00		0.00			
E 3	50	10/17/12	10/19/12	MF 730-8p MF 730-8p	CM	MF 730-8p	--W-F--	:30	2	\$700.00	01	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W-F--					2	\$700.00		0.00			



Print Date: 10/18/12

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Contract / Revision **398522** Flight Dates **10/16/12-10/21/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/17/12

Order Sep 00:15:00

Advertiser Kaine/Dem/Senate/VA Product KAINE/DSCC

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
F 3	50	10/17/12	10/19/12	MF 730-8p	CM	MF 730-8p	--W-F--	:30	2	\$700.00	01	0.00	NM	2	\$1,700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Inventory Code</u>												
		10/15/12	10/21/12	MF 730-8p												
		Week: 10/15/12 10/21/12 --W-F--			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
					2	\$700.00	0.00									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>							
1	50	10/15/12-10/21/12	MF 730-8p	MF 730-8p	--W-F----	:30	(\$700.00)	0.00	NM							
		See MG 3.3,3.4														
		[PER ART]														
2	50	10/15/12-10/21/12	MF 730-8p	MF 730-8p	--W-F----	:30	(\$700.00)	0.00	NM							
		See MG 3.3,3.4														
		[PER ART]														
3	50	10/15/12-10/21/12	MF 730-8p	MF 730-8p	---ThF----	:30	\$850.00	0.00	NM							
		Ⓜ MG for 3.1,3.2														
		[MG per art]														
4	50	10/15/12-10/21/12	MF 730-8p	MF 730-8p	---ThF----	:30	\$850.00	0.00	NM							
		Ⓜ MG for 3.1,3.2														
		[MG per art]														
Totals														4	\$2,150.00	



Make-Good Form

10/17/2012
4:50 PM
Page 1 of 1

Advertiser: DSCC-Kaine for Senate
Station: WDCW-TV
Market: Washington, DC
Flight Dates: 10\16-21\2012
Email: Art Moran

Contact: Art Moran
Station Fax: 202-965-1841
Station Phone: 202-965-5050
Buyer: Rachael Beale
Buyer Fax: 303-764-9958

Pre-Emption

Make Goods

Program:	Time:	Date(s):	Qty:	Rate:	Total:	Program:	Time:	Date(s)	Qty:	Rate:	Total:
Two & Half Men	7:30p-8:00p	10/17,19/2012	2	\$700.00	\$1,400.00	Two & Half Men	7:30p-8p	10/18,19/2012	2	\$850.00	\$1,700.00
Total Pre-Emptions:					\$1,400.00	Total Make Goods:					\$1,700.00

Balance Due to Station: Hold any advertiser credit at station until notified.

Please sign and return if accepted by station:

Signed _____

Date _____

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Phone: 303-989-4700 Fax: 303-989-1910

DSCC-Kaine for Senate
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